June 12, 2008

Welcome SWAAAE!

I want to personally welcome you to Mesa and thank you for attending the 62nd Annual SWAAAE Summer Conference. The conference committee has done a fantastic job of mixing sessions on professional development, federal legislation and funding, relationships with AAAE, and aviation technical topics.

Mesa and the East Valley, including Gilbert, Queen Creek, and the Gila River Indian Community, are proud to host this amazing event.

With a combined population of nearly 1 million, the East Valley is home to two airports – Mesa Falcon Field and Phoenix-Mesa Gateway Airport. We also boast some of Arizona's most beautiful scenery – Red Mountain, Usery Mountain Park, and the Superstition Mountain Wilderness area – and the number one golf course in the State, Las Sendas, one of dozens of golf courses in the East Valley.

For those of you interested in shopping, we have many opportunities including Superstition Springs and the Santan Marketplace, each with well over 1 million square feet of retail, restaurants, and entertainment. Or, visit downtown Mesa with its variety of shops, museums, amazing street art, and the Mesa Arts Center.

Of course, we couldn't produce this conference without the support of our exhibitors and sponsors. Please take the time to visit with each of them and offer your personal thanks for their participation.

Whatever you do, please don't miss the races on Monday night!

Thanks for being here. Enjoy the conference and the East Valley. Let me know if there is anything we can do to make your stay more productive or more fun.

Sincerely,

[Signature]

Lynn F. Kusy, C.M., C.A.E.
President
SATURDAY, JULY 12

8:30am – 5:00pm AAAE Final Interview Workshop
(Meeting Room)
Sponsored by:

Speakers: Alex Kovalch, A.A.E., AAE Regional Examiner
Mike Williams, A.A.E., AAE At-Large Examiner

11:15am – 12:00pm AAAE Workshop & SWAAE Board Lunch
Sponsored by:

12:00pm – 4:00pm SWAAE Board Meeting
Sponsored by:

12:00pm – 4:00pm Exhibitor Booth Set-Up
Fairway 5
Fairway 1-4
Fairway 6

1:45pm – 2:15pm AAAE Workshop & SWAAE Board Afternoon Break
Sponsored by:

6:00pm – 10:00pm Board and Conference Committee Dinner
(By invitation only)
Meet in Hotel Lobby for Bus

Las Sendas Golf Resort (off property)
Sponsored by:

R.C. Smith Golf Tournament
Sponsored by:

6:00am – 12:00pm

SUNDAY, JULY 13

8:00am – 4:00pm Exhibitor Booth Set-Up
Fairway 1-4

8:00am – 5:00pm Accreditation Exams

12:00pm – 5:00pm Registration
Fairway 5-7

2:30pm – 3:30pm Corporate Membership Meeting
Fairway 5-7

3:30pm – 5:00pm General Membership Meeting
Fairway 1-4

5:00pm – 6:30pm Welcome Reception with Exhibitors
Sponsored by:

6:30pm Dinner on your own

MONDAY, JULY 14

7:00am – 4:00pm Registration

7:00am – 8:00am Continental Breakfast with Exhibitors
Sponsored by:

8:00am – 8:30am Conference Welcome & Opening Remarks
Speakers:
Shirley C. Downs, Administrative Secretary, Phoenix-Mesa Gateway Airport
Charles E. Mengum, A.A.E., Airport Director, Marana Regional Airport, Conference Chair
Lynn F. Kusy, C.M., Airport Executive Director, Phoenix-Mesa Gateway Airport, Conference Host
Scott Smith, Mayor, Mesa, Arizona

8:30am – 9:30am Communicating with our Federal Legislators
Moderator: Lynn F. Kusy, C.M., Airport Executive Director, Phoenix-Mesa Gateway Airport
Speaker: Todd Hautflit, Senior Executive Vice President, American Association of Airport Executives

9:30am – 10:15am Break with Exhibitors
Sponsored by:

10:15am – 11:15am Communicating with AAAE – The Mother Ship
Moderator: Todd McNamee, A.A.E., Director of Airports, Ventura County
Speakers: Jim Elwood, A.A.E., Airport Director, Aspen/Pitkin County Airport, AAE Chair
Charles Barclay, A.A.E., President, American Association of Airport Executives
The new Chair of AAE will outline his goals for the organization and his goals for AAAE. Chip Barclay will provide an update on the organization and the services that AAE provides.

11:30am – 1:00pm Lunch – Communication with AOPA
Sponsored by:

Moderator: Stacy Howard, Western Regional Representative, Aircraft Owners and Pilots Association
Speaker: Phil Boyer, President, Aircraft Owners and Pilots Association
Phil Boyer leads the largest and one of the most influential civil aviation organizations in the world. During his presidency, AOPA membership has grown by more than 33 percent — to 415,000 members — more than two thirds of all certificated pilots in the United States. Join us for lunch as Phil updates us on AOPA.
MONDAY, JULY 14

1:00pm – 3:30pm
Communicating With The Media On Your Own Terms
Fairway 5-7
Moderator: Julie Rodriguez, Aviation Public Information Manager, Phoenix Sky Harbor International Airport
Speaker: Morri Berman, Senior Partner and Director, Media Services, Fliesheim Hillard International Communications

Morri Berman is one of corporate America's leading media trainers. He will teach you how to make your news conferences, television interviews, newspaper interviews and crisis communications the best they can be. The first part of this session will provide training, coaching and advice for media communications. The second part of this session will provide you with actual hands on learning with your peers. Group exercises will be video taped and then replayed back to provide a unique training atmosphere where you can learn from your peers and how they may respond to the media for different aviation related topics such as: airport security, airport travel records, and an aircraft accident. Morri will then provide expert coaching advice on the interviews. This session is guaranteed to increase your communication skills and enhance your professionalism.

3:30pm – 4:15pm
Refreshment Break with Exhibitors
Fairway 1-4
Sponsored by:

TUESDAY, JULY 15

7:00am – 12:00pm
Registration
Fairway 5-7

7:00am – 8:00am
Contiguous Breakfast with Exhibitors
Fairway 1-4
Sponsored by:
CDF, bee, RSH
IMPROVING YOUR WORLD

8:00am – 9:00am
"All Hail Arizona!"
Fairway 5-7
Moderator: Dennis Wiat, A.A.E., Airport Manager, Show Low Airport
Speakers:
Barclay Dick, A.A.E., Director, ADOT Aeronautics
Casey Denny, Deputy Director, Phoenix-Mesa Gateway Airport
Carrine Nystrom A.A.E., Airport Director, Falcon Field Airport

Bear Down SWAAAE! ADOT Aeronautics and Arizona Airports are "hit 'em hard and let 'em know who's who... so let's cheer for Arizona!" Airports and learn what's new!

9:00am – 10:00am
"Signs, signs, everywhere signs - Do this, don't do that, can't you read the signs?"
Fairway 5-7
Moderator: Jennifer Maples, A.A.E., Aviation Superintendent, Phoenix Sky Harbor International Airport
Speakers:
Jamy Jones, Sign Manager, Denver International Airport
Joe Labozzi, President, Labozzi Associates, Inc.
Alicia Robertson, President, PSA"

Signs are one of the most important communication tools airports use. This session will discuss sign management, stakeholder consensus building and managing sign effectiveness.

9:00am – 10:00am
Retirement - Roundtable
Board Room
Speaker: Gary T. Rice, A.A.E., Retired Airport Director, SWAAAE Past President

This session will focus on retirement planning issues, considerations, and mental preparation. Are you really ready to play golf all day?

10:00am-10:30am
Break with Exhibitors
Fairway 1-4
Sponsored by:

10:30am – 11:30am
FAA Update
Fairway 5-7
Moderator: Rod Dinger, C.A.E., A.A.E., Airports Manager, Redding Municipal Airport
Speakers:
Brian Armstrong, Manager, Los Angeles Airports District Office
Robin K. Hunt, Manager, San Francisco Airports District Office
Mark McClardy, Division Manager, FAA Western Pacific Region

The FAA will give us an overview of what to expect in the last few months of the FAA's fiscal year and what to expect for fiscal year 2009. They will also unveil the California Best Practices Manual.

11:30am – 1:00pm
Luncheon – NBA
Fairway 5-7
Sponsored by:

Speaker: Steven J. Brown, Senior Vice President, Operations, National Business Aviation Association

Steven Brown, oversees all of the Association's activities relating to aircraft operations and flight department management issues. Join us for lunch as Steven gives us an update on NBA. 
TUESDAY, JULY 15

1:00pm – 2:00pm
Airports Meet the Press
Moderator: David Spering, Assistant Director, Aviation Services, The Louis Berger Group, Inc.
Speakers: Donna Hogan, Business Reporter, East Valley & Scottsdale Tribune
John F. Infanger, Editor, Airport Business
Mike McCarron, Director, Bureau of Community Affairs, San Francisco International Airport
Bryan Sexton, A.A.E., Public Information Officer, Phoenix-Mesa Gateway Airport
Don't miss this exciting session where airport officials and media representatives come together to discuss how information is disseminated and the roles and responsibilities of each party. The types of information both parties are seeking to publicize - breaking news, regular features, and public service announcements will be discussed. The panelists will explore the use and role of both traditional and social media outlets and will describe how airport managers can maximize the effectiveness of each.

2:00pm – 3:00pm
Experience Counts – Learn to Communicate with Power and Authority
Moderator: Jessica Mullin, P.E., Principal Engineer, Z & H Engineering
Speakers: Neilson A. "Dutch" Bertholf, A.A.E., Retired Airport Director, Past AAAE Chair
James E. Bennett, A.A.E., President & CEO, Metropolitan Washington Airports Authority
Current and former airport managers will discuss their professional experiences and how they managed difficult airport management situations. They will share with you how to communicate with impact and authority and how to deliver when the pressure is on.

3:00pm – 3:30pm
Refreshment Break with Exhibitors
Sponsored by:

3:30pm – 4:30pm
The Airport-Community Connection – Successful Strategies for Making the Airport Part of the Community and the Community Part of the Airport
Moderator: Jennifer Mills, Senior Project Manager, W.D. Schock Company, Inc.
Speakers: Christine E. Eberhard, President, CommunityQuest
Deborah Ostreicher, Deputy Aviation Director, Phoenix Sky Harbor International Airport
An airport's ultimate test of being a good neighbor rests on its ability to get along with community residents it affects most. During this session, a diverse panel will discuss different efforts that worked to accomplish this critical goal.

3:30pm – 6:00pm
Exhibitor Breakdown

6:00pm – 7:00pm
Cocktail Reception (Business Attire)
Sponsored by:

7:00pm – 9:00pm
Awards Banquet (Business Attire)
Sponsored by:

9:00pm – 11:00pm
Reception in the Hospitality Suite

WEDNESDAY, JULY 16

9:00am – 10:00am
Breakfast & General Membership Meeting
Sponsored by:

10:00am – 11:00am
2009 Summer Conference Committee Meeting

10:00am – 11:00am
2009 Monterey Conference Committee Meeting

SPEAKER BIOGRAPHIES

Charles M. (Chip) Barclay, President, American Association of Airport Executives
Chip has been president of the American Association of Airport Executives since 1983. Prior to that, he served on the staffs of the Senate aviation subcommittee and the Civil Aeronautics Board. He also served as a member of the National Airline Commission in 1993, the National Civil Aviation Review Commission in 1997, and DOT Secretary Mineta's Rapid Response Team immediately following the attacks of 9/11 in 2001. Chip holds a Bachelor of Science degree in Aviation Management from Auburn University and a Master's degree from the School of Government and Business Administration at George Washington University.

Morris Berman, Senior Partner and Director, Media Services, Fleishman Hillard International Communications
Morris is a senior partner at Fleishman-Hillard where he founded the Media Services Group. As director of media services, he has custom-designed and implemented media and presentation training programs for clients including more than 2,000 CEOs and other top executives in virtually every industry and service category. He has also prepared dozens of spokespersons for national media tours and trade shows. Morrie has worked extensively in the area of crisis communications as well, with a particular emphasis on situations growing out of lawsuits, government investigations and mergers and acquisitions. Morrie served as press secretary to the New York City Council President and as administrative assistant to the New York State Attorney General. He also was a campaign press secretary to former New York City Mayor Rudolph Giuliani.

Phil Bayer, President, Aircraft Owners and Pilots Association
Before taking the left seat at AOPA, Phil was Senior Vice President/Development for Capital Cities/ABC Video Enterprises, Inc. where he explored new business opportunities in communications technologies and coordinated ABC's international business activities. During his career at ABC, he held vice president and general manager positions at flagship ABC television stations WABC-TV/New York and WLW-TV/Cincinnati. With his unique background in aviation, communications, associations and business management, Phil leads AOPA in its mission of service to America's 597,000 pilots and aircraft owners and to the entire general aviation community.

Steven J. Brown, Senior Vice President, Operations, National Business Aircraft Association
Prior to joining NBAA, Steven served as a top official with the Federal Aviation Administration (FAA) as vice president of operations planning. He also has previously served as associate administrator for air traffic services, managing the 35,000 air traffic controllers, maintenance and software technicians, flight inspection pilots and administrative personnel who are responsible for the day-to-day operation of the nation's airspace system. Before joining the FAA in 1988, Steven was president of the National Aeronautical Association and served as senior vice president of government and technical affairs at the Aircraft Owners and Pilots Association.

Todd Haupli, Senior Executive Vice President, American Association of Airport Executives
Todd Haupli is Senior Executive Vice President of the American Association of Airport Executives (AAAE) and its Airport Legislative Alliance. He is responsible for managing AAAE's interactions with Congress and the executive branch agencies. He is also executive producer and co-anchor of Aviation News Today, a weekly half-hour television program. Prior to joining AAAE in 1991, Todd served as a Congressional Relations Officer handling aviation issues at the Department of Transportation and he served on the White House staff of President Ronald Reagan as Associate Director of Cabinet Affairs.
# SWAAAE Board Members

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<thead>
<tr>
<th>Position</th>
<th>Name</th>
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<tbody>
<tr>
<td>President</td>
<td>Lynn Kusy</td>
<td>C.A.E., C.M.</td>
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<td>1st Vice President</td>
<td>Barry Rondinella</td>
<td>C.A.E., A.A.E.</td>
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<td>2nd Vice President</td>
<td>Todd McNamee</td>
<td>C.A.E., A.A.E.</td>
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<td>Past President</td>
<td>Gary Rice</td>
<td>C.A.E., A.A.E.</td>
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<td>Directors</td>
<td>Judy Alexander</td>
<td>C.A.E.</td>
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<td>Bill Ingraham</td>
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<td>Scott Malta</td>
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<td>Charles Mangum</td>
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<td>Eric Peterson</td>
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<td>Mark Witsoe</td>
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<td>Corporate Director</td>
<td>William Harvey</td>
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<td>Executive Director</td>
<td>Julia Ratti</td>
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# AAAE Board Members - Southwest Chapter

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<tr>
<th>Position</th>
<th>Name</th>
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<tbody>
<tr>
<td>President</td>
<td>Krys Bart</td>
<td>C.A.E., A.A.E.</td>
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<tr>
<td>Past Secretary/Treasurer</td>
<td>James Bennett</td>
<td>A.A.E.</td>
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<td>Director</td>
<td>Rod Dinger</td>
<td>C.A.E., A.A.E.</td>
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<td>Scott Malta</td>
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<td>Policy Review Committee</td>
<td>Lynn Kusy</td>
<td>C.A.E., C.M.</td>
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<td>Barry Rondinella</td>
<td>C.A.E., A.A.E.</td>
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# Conference Committee Members

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<tr>
<td>William Harvey</td>
<td>Jennifer Mills</td>
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<td>Maggie Harvey</td>
<td>Greg Mead</td>
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<td>Michael Hotaling</td>
<td>Jessica Mullen, P.E.</td>
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<td>Jane Kusy</td>
<td>Alicia Robertson</td>
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<td>Lynn Kusy, C.A.E., C.M.</td>
<td>David Sperling</td>
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<td>Charles Mangum, C.A.E., A.A.E.</td>
<td>Richard Strickland, C.M.</td>
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<td>Jennifer Maples, A.A.E</td>
<td>Jennifer Treese</td>
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<td>Jerri McCue</td>
<td>Jeff Tripp, A.A.E.</td>
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Monday, July 14, 2008
9:00 am – 1:00 pm  **Breakfast and Orientation**  **Annabelle’s Restaurant**
Join us for a hot start to a cool day. Learn all about the Mesa area from a presentation by the Mesa Convention and Visitors Bureau. Following the presentation will be some fun filled activities to give your day a ‘jump start.’ Lunch is included.

*Sponsored by:*

5:30 pm – 9:00 pm  **SWAAE X-Treme Adventure**

Tuesday, July 15, 2008
9:30 am – 3:00 pm  **Mesa Tour and Luncheon**  **Meet in Hotel Lobby**
Board the Gateway Express for a brief driving tour of the Phoenix-Mesa Gateway Airport and the surrounding development. Then on to historic downtown Mesa and Mesa Arts Center for a guided tour of Arizona’s largest and most comprehensive arts center featuring art galleries, the performing arts, visual arts and arts education facilities. Included in the tour is an exhibition by John Dawson, a gifted figurative artist who specializes in works of fine art, which are personal, perceptive and psychological in nature. A special lunch is included.

*Sponsored by:*

6:00 pm – 11:00 pm  **Cocktail Reception / Awards Banquet / Hospitality Suite**

*Guests are welcome to attend all events with exhibitors*
Learn about key products and services in the Exhibit Hall!

EXHIBITORS

allweatherinc
Eagle Interpreted Solutions
SUNDT
Rural Electric Inc.
Tensar International

BOLT ENTERPRISES

W.D. Schock Company, Inc.

FMC Technologies

Hydro
Renovation Services

Tierra
A Land Services Company

DLI DigiTal Loggers, Inc.

RWSI

WorldWater & Solar Technologies Corporation

Dynatest
The James Payne Group

ErectaTube

Ssi

Z & I Engineering, Inc.

Sherwin Industries, Inc.
Airport Runway Support

HARRIS MILLER MILLER & HANSON INC.

EVENT SIGNAGE PROVIDED BY:

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